



The U.S. Connection

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Best Overall New Product Award Winner

Made by Humans

By Dana Boyle, Business Development Officer, Canadian Consulate, Minneapolis

(This article will appear in the Summer/Fall edition of New Directions, a craft and giftware newsletter produced by the Canadian Consulate in Minneapolis.)

Once a year the Canadian Gift & Tableware Association (CGTA) sponsors the prestigious Best New Product Awards. This year, a team of industry judges reviewed more than 300 entries and presented awards in eight categories in Toronto last July. **Made by Humans**, from Vancouver, is the winner in the Decorative Accessories/Home Decor category, and also wins the coveted Nova Award for the company with the Best Overall new product for 2000. **Made by Humans**

received both awards for their line of computer monitor giftware.

This dynamic and innovative Vancouver-based company has frequently garnered praise and recognition from south of the border, too. Most recently, at the National Stationery Show in New York, the company received a Best New Product Award in the HomeWork — Desk Top & Personal Office category.

To cheer up the millions of people who spend their days on a computer, **Made by Humans** has designed three small decorative flower vases, a clip-on hanger for photographs or memos, and a little bag to hold a cellular phone, a computer mouse or other office paraphernalia. The computer

monitor giftware line retails for between \$6.50 and \$16.00.

"It's great to see Canadian companies coming up with ultra modern ideas," says Nancy Jane Hastings, one of the judges. "It's so simple and clever." Hastings is a former editor of *Gardening Life Magazine* and contributes to *Canadian House and Home*, *Saturday Night* and *Food and Drink* magazines.

The Best New Product Awards ceremony is held in conjunction with the Canadian Gift & Tableware Association Gift Show, which was held at the International Centre and Toronto Congress Centre last August 13 to 17.

The CGTA Gift Shows, presented every January and August, are the largest trade shows in Canada and the second largest general gift shows in North America. More than 930 exhibitors, featuring products from around the world, meet and do business with 27,000 retail buyers. During the show, the award-winning products are displayed in the New Product Showcases. ✪

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UPDATED REPORTS ON THE NEW ENGLAND MARKET

Opportunities in the New England printing market

Joint venture activity in the U.S. printing industry is particularly strong among U.S. commercial printers whose clients are multinational U.S. corporations with global printing requirements. Linkages with foreign printing establishments enable

U.S. printers not only to meet their domestic customer's needs, but also to identify printing niches in foreign markets which can be served by their U.S. operations.

The listings in this study are provided to assist Canadian companies in locating contacts in New England.

New England financial services

This report provides an overview of financial services such as venture capital, investment banking, banks, mutual funds, pension funds and insurance. Market size and future trends are also examined.

The legal industry in New England

This study provides a general overview of the legal industry in New England. Information provided in this report was collected from a variety of sources

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